



Ludwig Baumann's Annual GIFT SALE

There is no happiness equal to the joy of giving—no thrill as potent as that aroused by making others happy. Let this be your happiest Christmas—it will be if you make your dear ones happy with the greatest of gifts—those for the Home. Here you will find those gifts—things of beauty and charm from every land. Gifts that will give joy to each and every member of the family—gifts whose joys will be shared by all. Hundreds of thousands of dollars' worth of new furniture and home-furnishings, purchased for our new 12 story building on Eighth Avenue, have been specially priced in our great Once-a-Year Gift Sale. Take advantage of the great variety of offerings and the unparalleled values.

Use your credit here to make this your happiest Christmas!

Special Xmas Credit Offer!

A Small First Payment and

50c

A Week—Delivers

\$35

Of Gifts to any Address

IN TOYLAND

You will find thousands of things to delight the kiddies—Santa Claus and his Brownie workers, animals of all kinds, books and games, funny things and funny people—mamma dolls and other dolls for the girls—trains and autos for the boys. Add all the toys you want to your account.

No Extra Charge for Credit!



Flexible Flyer Sleds, 3.75

"The sled that steers" is the sled for the modern boy or girl. Many others, including the "Flexwing" Steering Sled.

1.98



Many, Many Dolls, 89c to 25.00

Included are dressed and undressed dolls, jointed, crying or walking dolls, mamma dolls and novelties.



Velocipedes

What fun to ride a velocipede. These are dandies too! Heavy rubber tires, adjustable handles and seat. All sizes.

No. 1—3.98 No. 2—4.79



Scooters, 4.25

They'll keep the youngsters out-o'-doors and healthy. Sport and exercise combined. Ball-bearing. Rubber tires.



Moving Picture Machines, 1.89

A treat for the kiddies and adults alike. Imported and domestic machines up to \$7.50.



Autos, 7.50

Have rubber tires. Bodies in bright color enamel. Easily the finest line of boys' autos in New York.



"Lionel" Electric Trains, 5.98 to 66.50

Can be operated by dry battery or by attaching to electric light socket. A complete line of trains, tracks, transformers, reducers, switches, semaphores, tunnel and stations.



Swinging Horses, 9.98

All substantially built and absolutely safe. Also rocking horses... 4.98

Hundreds of Practical Gifts!

Ludwig Baumann offers as a suggestion hundreds of household utilities, hundreds of homefurnishing articles for those inclined toward the practical gift. No extra charges for credit!



\$27—26-Piece Silver Plated Service Sets, 15.79

Comes in handsome oak box. A beautiful gift!



DINNER SETS

50 piece Set, open stock, porcelain... 8.98
52-piece Set, Theodore Haviland China... 32.50
95-piece Set American Porcelain... 17.49
Hundreds of other sets up to 395.00.



\$30—8-Piece Silver Plated Manicure and Toilet Sets, 19.48

In a beautiful gray silk-lined box.



Carving Sets, 3.49

The best products of leading American cutlery and the famous Sheffield steel. Handles of stag, silver trimmed.



Portable Lamps, 7.89

Gas and electric. Complete with art glass shades and socket attachment.



3-Piece French Ivory Toilet Sets, 7.75

Comes in handsome silk box.



Sewing Machines, 37.50

Regular \$50 model, made for us by the New Home Company; has 5 drawers and is light running. Singer and New Home Sewing Machines at specially low prices.



Beautiful Water Sets, 5.98 to 21.95

Seven pieces—six tumblers and pitcher.

Buy All the Gifts You Want On Ludwig Baumann's Liberal Terms

Small Deposits for Xmas!

\$5 Deposit Delivers	\$100
\$10 " " "	\$200
\$15 " " "	\$300
\$20 " " "	\$400
\$30 " " "	\$600
\$40 " " "	\$800
\$50 " " "	\$1000

Smaller Deposits on Smaller Purchases:

Buy anything in this Sale on these terms. Your small deposit secures the immediate delivery of your entire purchase. You need make no other outlay of cash, and

You Can Take a Year and a Half to Pay the Balance

We Gladly Open Accounts from \$5 to \$5000

You may include in your purchase everything to furnish home complete. Linens, Comfortables, Curtains, Dinner Sets, Cutlery, Sewing Machines, Talking Machines, Silverware, Crockery, Kitchen Utensils, Rugs—and all the furniture you need.

No Club Fees—No Interest Added—No Extra Charges of Any Kind.

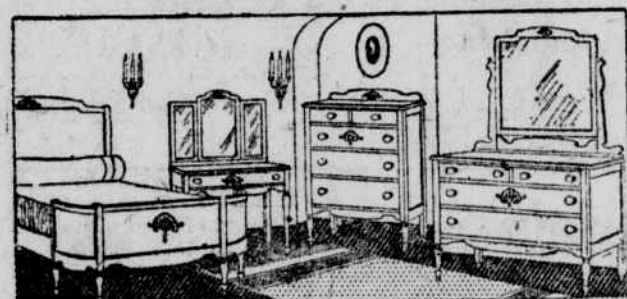
FREE MOTOR DELIVERIES ANYWHERE WITHIN 100 MILES OF NEW YORK

Our Liberal Credit Terms

On \$35 Purchase	.50 a Week
On \$75 " "	\$1.00 " "
On \$100 " "	\$1.50 " "
On \$200 " "	\$3.00 " "
On \$300 " "	\$4.50 " "

Larger Amounts in Proportion
You can pay monthly.

There's No Gift Like A Home Outfit!

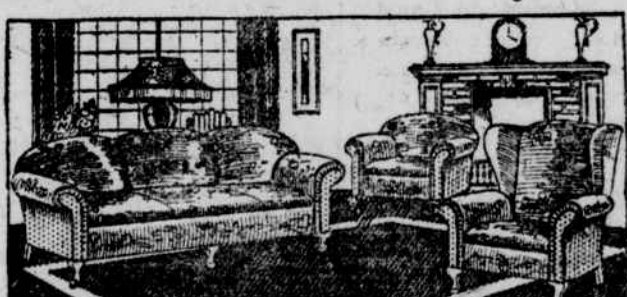


\$160 Bedroom Suits, Walnut Finish (3 Pieces)

This handsome Colonial Suit consists of Dresser, Chiffonette and full size Bow-End Bed. Toilet Table to match sold separately.

89.98

Dresser	\$33.49	Bow-End Bed	\$30.98
Chiffonette	25.51	Toilet Table	27.75

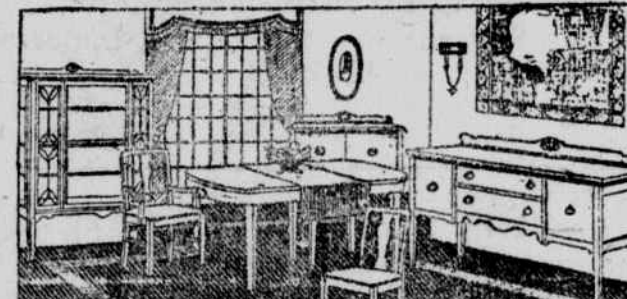


\$225 Tapestry Living Room Suits (3 pieces)

Consisting of Sofa, Arm Chair and Wing Chair. Luxuriously constructed and soft upholstered in Fine Tapestry. A wonderful bargain at this price.

119.49

See Our Special 6-Piece Living Room Suit for \$47.49

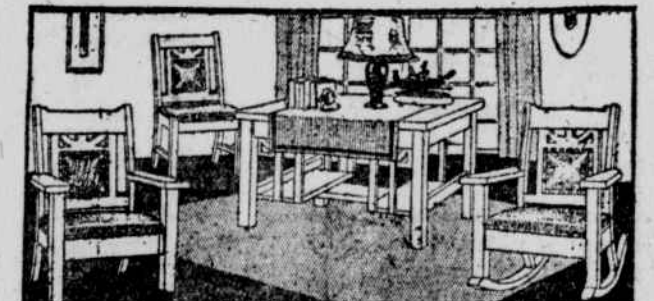


200 Dining Room Suits, Mahogany Comb. (3 Pieces)

Consists of Buffet, China Closet and Extension Table. Chairs to match.

129.98

Buffet	\$49.58	China Closet	\$40.46
Extension Table	39.94	Serving Table	27.98

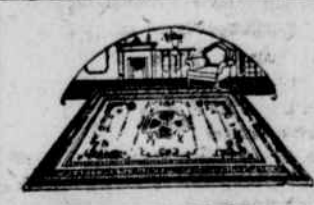


\$75 Living Room Suits, Fumed Oak (5 Pieces)

The seats of the chairs are covered in fine imitation Spanish leather. The pieces may be bought separately.

49.98

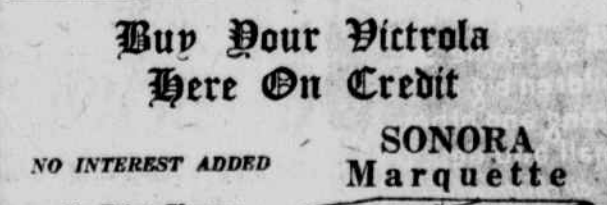
Table... \$16.52 Side Chair... \$9.51
Arm Chair... 11.65 Arm Rocker... 11.52
Tabourette... 87



RUGS
Make Gifts of Lasting Charm
Special for Xmas

\$55 9 x 12 39.74 Axminsters

\$37.50 9x12 Tapestry Brussels Rugs	24.79
\$5.00 27x54 Velvet Rugs	2.89
\$2.25 27 inch Tapestry Brussels	
Stair Carpet, per yd.	1.49
\$2.00 Inlaid Linoleum, per yd.	1.29
75c Felt Base Floorcloth, per yd.	.49
Special Carpet Hosiery	.95



Buy Your Victrola Here On Credit
SONORA
Marquette
NO INTEREST ADDED
No Extra Charges of Any Kind
\$2
deposit delivers a new model
\$100
Genuine VICTROLA

Pay the balance in small weekly or monthly payments. No extra charges for credit. You may add all the records you want to your account.

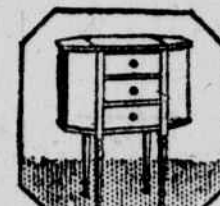


Gift Draperies
Specially priced!

Fine linens and draperies—what wonderful gifts to the woman who is proud of her home! Here are a few suggestions:
Lustrous Velour Portières,
Warm Wool Blankets,
Cedar Chests,
Selfs Cushions,
Irish Point Lace Curtains,
Decorative Linens,
Linen Table Cloths and Napkins,
Bed Spreads,
Lambrequins,
Comfortables.

Gift Furniture

Ludwig Baumann's three stores are replete with practical and ornamental individual pieces of furniture which suggest themselves as appropriate gifts for those who have already furnished their homes. Pieces like these are always welcome no matter how complete a home may be.



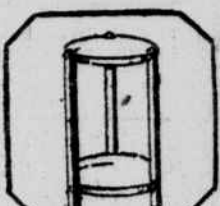
\$25 Martha Washington Work Tables 15.98

Mahogany finish; 3 deep drawers.



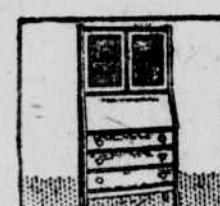
\$26 Floor Lamps, Mahogany Finish 18.74

Complete with fringed silk shade, cord and socket attachment.



\$1.50 Tabourette Mahogany Finish 98c

An inexpensive gift whose charm is out of all proportion to its cost.



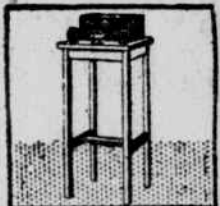
\$50 Secretary Desks, 36.24

Mahogany finish; fitted with bookcase and drawers.



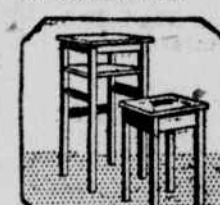
\$35 Spinet Desks Mahogany Finish 24.98

Always a popular gift!



\$25 Smokers' Stand Complete with Humidor 14.34

Beautiful mahogany finish. A real man's gift!



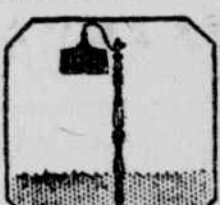
\$15 Telephone Stand and Stool, 9.75

Mahogany finish; sturdy construction.



\$25 Gold and Polychrome Mirrors, 22.49

A variety of designs.



\$20 Bridge Lamp and Silk Shade Complete, 12.75

Mahogany finish; base; shades in all colors.



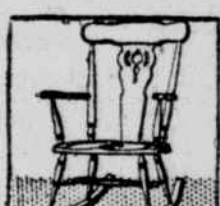
\$12.75 Willow Arm Chairs or Rockers, 9.98

Seats of fancy cretonnes.



\$25 Tea Wagon Mahogany Finish 15.74

Has removable glass tray.



\$10.50 Rockers Mahogany Finish 7.49

Strong construction; carved backs.



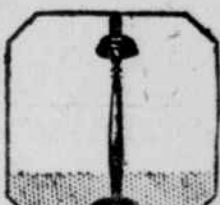
\$5 Footstool, 2.98

Mahogany finish. Tapestry-covered.



\$30 Gate Leg Table, Mahogany Combination 19.75

Opens to full size dining-room table. When closed a beautiful console table. A wonderful gift for those living in a small apartment.



\$3.50 Smoking Stand Mahogany Finish 1.98

fine gift for Dad!



\$8.75 Magazine Stand Mahogany Finish 5.98

A very useful gift—sure to be appreciated.



\$37 Morris Chair, 24.89

Golden oak frame spring seat; upholstered in imitation Spanish leather.



\$40 Wing Rocker or Wing Chair 28.95

Massive construction; soft upholstered in fine tapestry.

Ludwig Baumann & Co.

America's Greatest Furniture House

Open 9 to 5:30

Saturday

Evenings

Until 9:30

144 West 125 St.

146 West 125 St.

bet. 7th and Lenox Aves.

35 to 36 St. Block 8th Ave.

Entrance on 8th Ave., Near 36 St.

Newark, N. J.

49-51 MARKET ST.

These Are Our Only Three Stores—We Have No Connection With Any Other Stores

Store Hours 9 to 5:30
Open Saturday Evenings Until 9:30
Do Your Xmas Shopping Early